

Kingdom of Morocco Throne Day Special

Lasting ties built on mutual respect

RACHAD BOUHLAL
AMBASSADOR OF MOROCCO



July 30 this year marks the 24th anniversary of the enthronement of H.M. King Mohammed VI. On this auspicious occasion, I would like to convey my respectful greetings to their imperial majesties the emperor and the empress, the members of the imperial family, H.E. Prime Minister Fumio Kishida, and the government and the friendly people of Japan.

Celebrating Morocco's national day in Japan is a great opportunity to highlight the long relations between Morocco and Japan, cemented by mutual respect and deep

friendship between the Moroccan royal family and the Japanese imperial family.

This past year, Morocco pursued its efforts to consolidate its legal economic and trade framework with Japan, one of the kingdom's most trusted partners. In April 2022, two important bilateral agreements — one on the promotion and protection of investments and the other to eliminate double taxation — entered into force, providing both countries with additional legal and financial incentives to further build their economic and trade relations. In March, an additional step was taken by Morocco and Japan in strengthening their joint legal framework, with the authorization to import Moroccan mandarins and clementines to Japan.

As for industry, Japanese structural investment in Morocco continued this year with the opening of new factories in

the automotive sector. Morocco's strategy of creating industrial clusters that provide easy and comprehensive access to suppliers and logistics chains, is a major asset for those Japanese companies and other investors. Furthermore, Morocco's industrial export results, \$37 billion for 2022, showcase the strength and quality of Morocco's industrial environment and qualified human resources.

In the wake of the COVID-19 pandemic, new economic and social challenges are being posed by strategic evolutions at the international level. Challenges stemming from global issues such as food security, energy security and climate change mitigation are more acute than ever. On this, Morocco is continuing a strategy for building resilience in these areas. Today, renewables in Morocco's energy-capacity production amount to 38%, with the goal



His Majesty King Mohammed VI
EMBASSY OF MOROCCO

of reaching 52% by 2050. Morocco is also a key contributor to food security worldwide, as one of the world leaders in fertilizers and the world's first phosphates exporter.

I would like to note the excellent relations between Morocco and Japan, which have witnessed steadfast development in recent years. I am also glad that over the past 12 years, the number of Japanese companies in Morocco has more than doubled to 75, making Morocco the No. 2 destination for Japanese companies in Africa. Japan is the largest foreign private employer in Morocco, generating more than 55,000 jobs.

Economic gains in various areas

HARUKO HIROSE
PRESIDENT, JAPAN-MOROCCO
ASSOCIATION



On the occasion of Morocco's Throne Day, I would like to extend my sincere and heartfelt congratulations to His Majesty King Mohammed VI on behalf of all members of the Japan-

Morocco Association.

On this auspicious occasion, I would also like to express my sincere greetings to all members of the royal family, as well as to the people and government of the Kingdom of Morocco.

Morocco is a stable country that has been maintaining steady economic and social development. When it comes to recent developments in the Moroccan economy, amazing progress can be found

in various areas, such as the automotive industry, which has further increased its production capacity; the aerospace industry, where many foreign aircraft component manufacturers are accelerating investment; as well as the green hydrogen and ammonia industry, where Morocco is actively promoting the development of such energy with the aim of becoming a production hub for Europe.

I do hope that Japan will be involved in such remarkable progress and development as a reliable partner in the Moroccan economy.

Lastly, I would like to praise the Moroccan soccer team, which made great strides in the FIFA World Cup in 2022, attracting international attention and respect, and embodying a hopeful future for the country.

This content was compiled in collaboration with the embassy. The views expressed here do not necessarily reflect those of the newspaper.

Active, high-level exchanges mark close friendship

HIROFUMI NAKASONE
PRESIDENT, JAPAN-MOROCCO
PARLIAMENTARY LEAGUE



On this auspicious occasion of the 24th anniversary of the enthronement of His Majesty King Mohammed VI, I am delighted to extend my sincere congratulations, on behalf of the Japan-

Morocco Parliamentary League, to his majesty, the royal family and the people of the Kingdom of Morocco.

Morocco and Japan have maintained

excellent ties since the establishment of diplomatic relations in 1956, as symbolized by the close friendship between the imperial and royal families and active high-level reciprocal exchanges. In particular, the attendance of Prime Minister Aziz Akhannouch at the state funeral of former Prime Minister Shinzo Abe last September was an expression of Morocco's deep friendship and solidarity with Japan, for which Japan is extremely grateful.

The relationship between the two countries, bound by such history and friendship, has entered a new phase. In addition to the political field, economic exchanges are becoming increasingly active due to the growing number of Japa-

nese companies attracted by the Moroccan market's high potential.

Parliamentary exchanges between both countries are also becoming more active, such as the visit to Japan in March this year by the Hon. Rachid Talbi El Alami, speaker of the House of Representatives, at the invitation of the Hon. Hiroyuki Hosoda, his Japanese counterpart. As president of the Japan-Morocco Parliamentary League, I am determined to continue contributing to the promotion of exchanges at the parliamentary level between our two countries.

I wish for the health and prosperity of the people of Morocco, as well as further development of the cordial relations between our countries.

Congratulations
on the Anniversary
of the Accession to the Throne of
His Majesty King Mohammed VI



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